

The
LARKIN IDEA

FEBRUARY 1929



"ON TO WASHINGTON"

WALL PAPER



THOUSANDS upon thousands of rolls of Larkin Wall Paper are sold annually by Larkin Secretaries. To their Club members and customers these sales represent charming homes. To the Secretaries they mean splendid Rewards.

Our new spring Wall Paper Book, fresh from the printer, is one of the finest collections of attractive papers for every room in the home that we have ever issued. Best of all, the distinctively new and different patterns are yours and your Club members' at a distinct saving over "at home" prices.

Request As Many Books As You Can Use

NOW is the time to distribute Wall Paper Books. Think and act in advance of your Club members. Then when they plan to paper they will already have in their Larkin Wall Paper Book such a wealth of variety in the way of papers appropriate for each and every room, that there will be no need to look elsewhere.

And your forethought will bring you the Larkin Rewards it deserves.



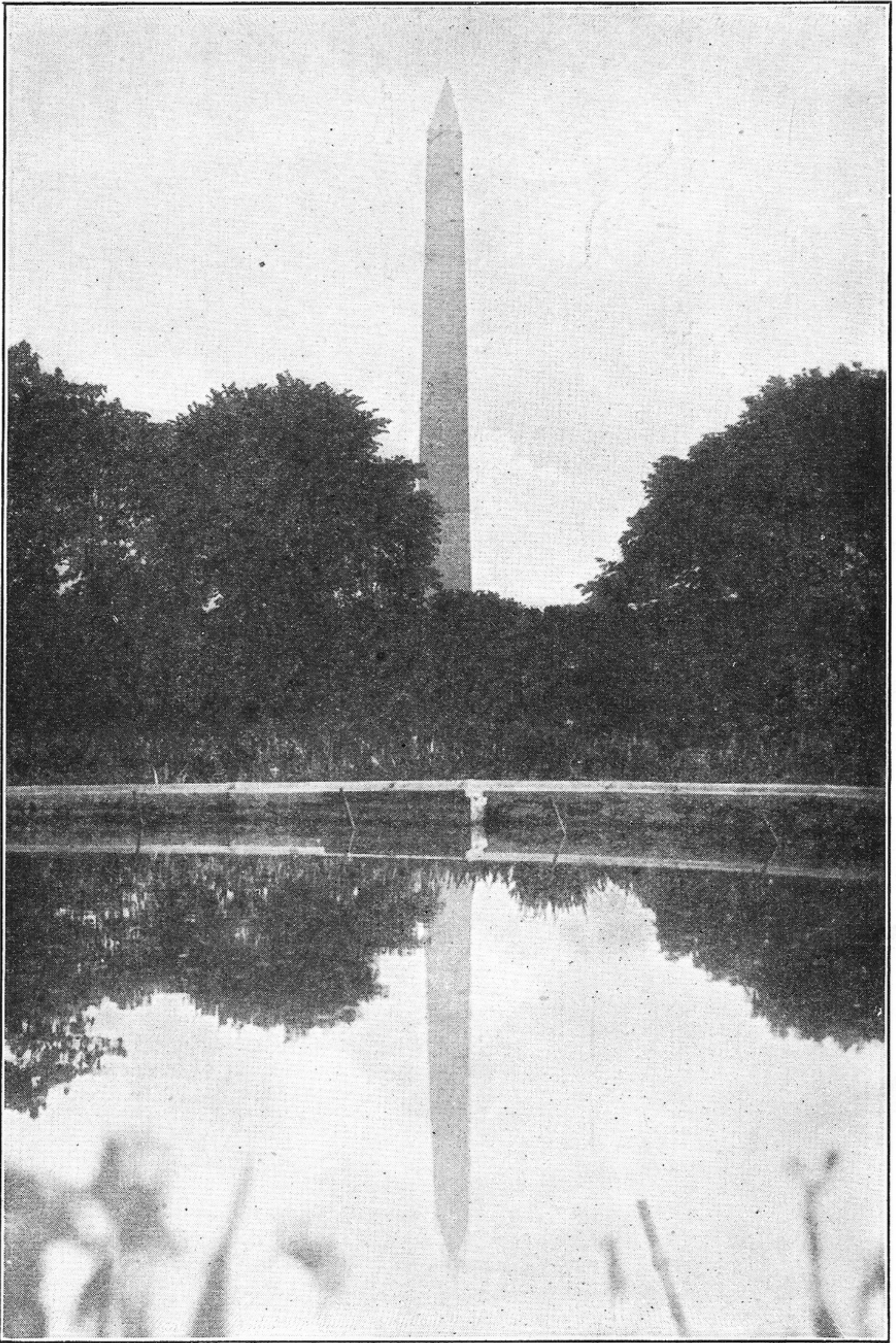
Where You Place a Larkin Book You Open Your Own Larkin Store

*and each Club
member should
have her own
Larkin Catalog*

THE Larkin Catalog is where your customers shop. Thus each and every Larkin Book you profitably place among your friends becomes your own Larkin Store, bringing you its share of business.

If you are planning to win in the great "On-to-Washington" contest you will be eager to open up many of these little neighborhood Larkin stores in the form of carefully distributed Larkin Catalogs. And you will want to do so at the earliest possible moment!

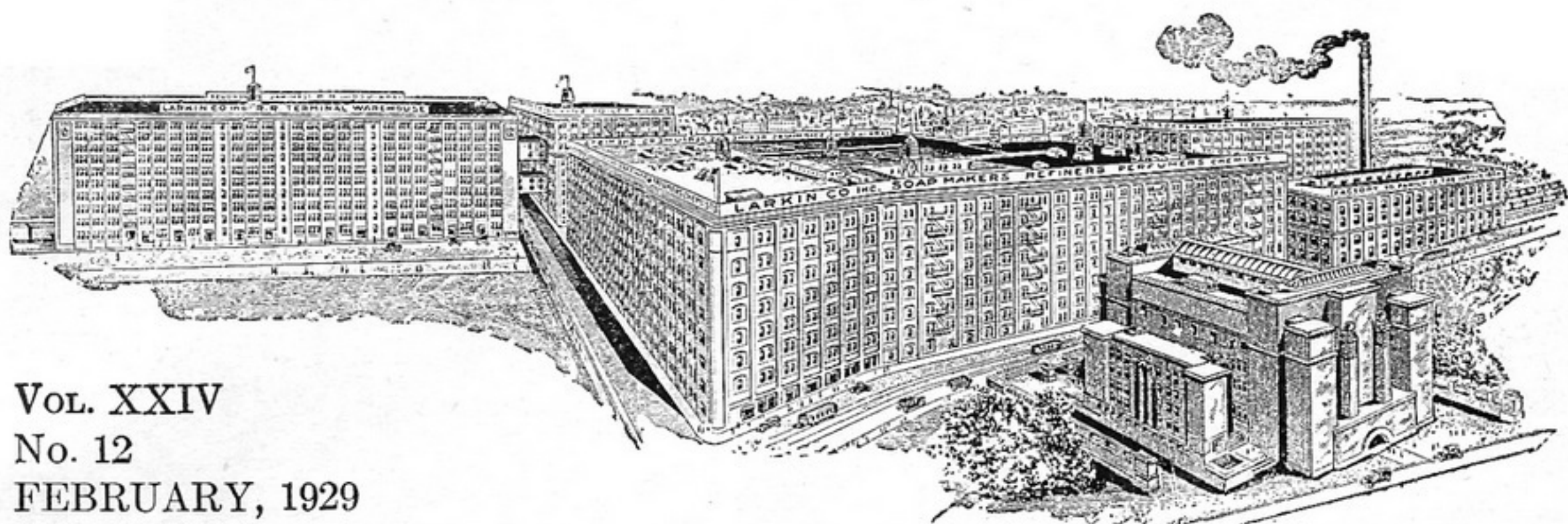
Remember, Larkin Co is always glad to supply any Secretary as many catalogs as she can wisely and profitably use. Ask us for them on your next order blank.



Washington Monument, Washington, D. C.

A giant memorial shaft erected in memory of the father of our country. The Washington Monument is 555 feet, $5\frac{1}{8}$ inches high—the highest work of masonry in the world. It was begun in 1848; completed in 1885.

The Larkin Idea



VOL. XXIV
No. 12
FEBRUARY, 1929

Great Enthusiasm Greets News of "On-to-Washington" Contest

What a sensation the news of the "On-to-Washington" Contest has created among Larkin Secretaries everywhere! On every hand word reaches us of a greater interest than ever in the travel trip contest. Secretaries who have won the trip to Buffalo on frequent occasions eagerly greet the opportunity to compete for the great vacation trip to Washington. Secretaries who have never won before are equally stout in their declaration that they will win the trip to Washington as their first Larkin travel trip.

America's Greatest Center of Interest

It is reported that just after the war when the ban on travel was lifted, one famous interviewer said to another "Where are you going?" "I am to sail tomorrow for a trip around the world. And you?" "I am going down to Washington to watch the world go by," was the quick response.

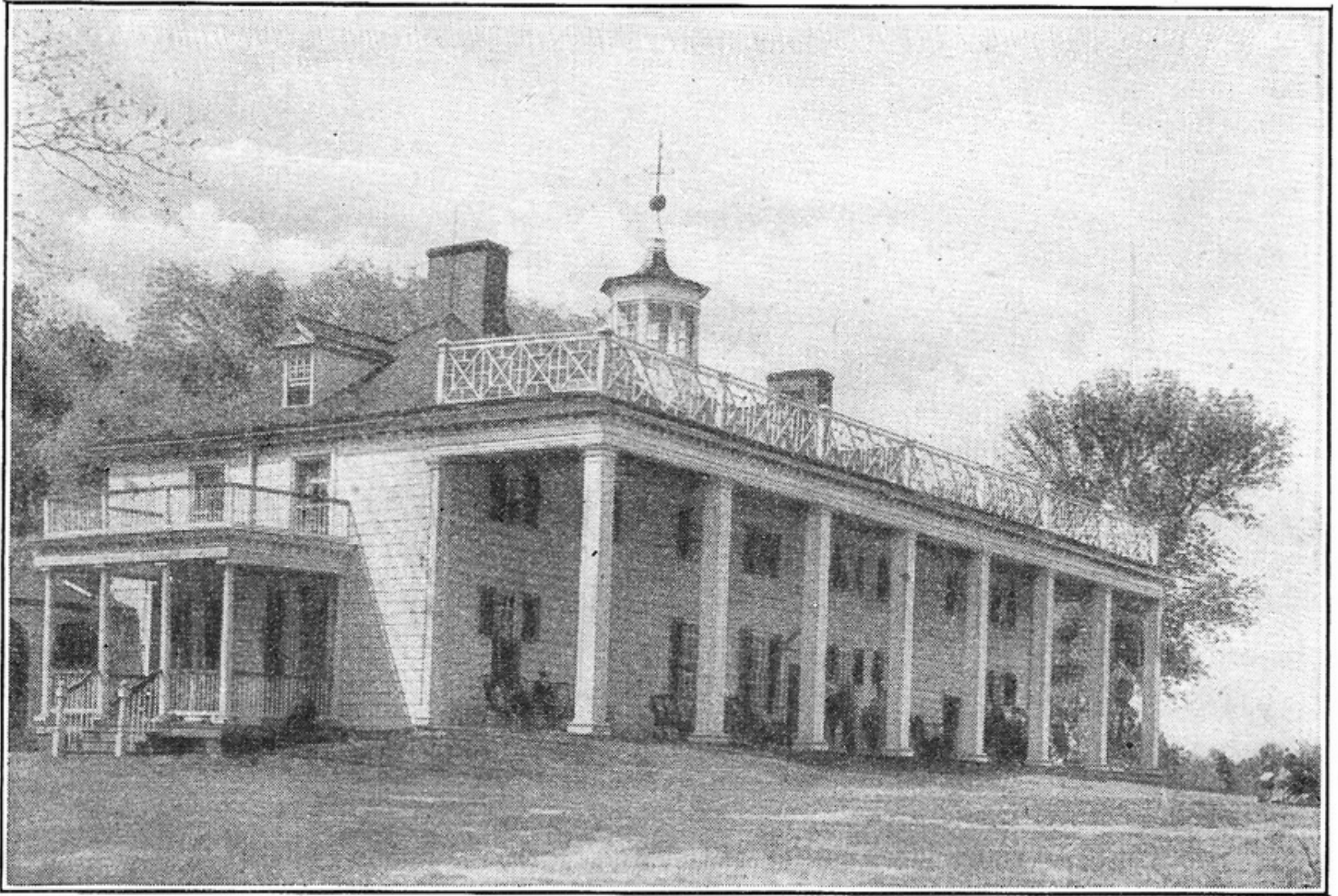
What little conversation could be more significant of the fact that Washington is the central point of interest, not only to all good Americans but to the whole wide world?

What more wonderful than three days next August at the nation's capital as the guests of Larkin Co . . . the proud winners in a great nation-wide contest. What greater thrill than to join the throngs

at Washington, who in the words of the famous journalist met there "to watch the world go by." And how natural that the world should gather at Washington considering the supreme importance of the nation's capital, not only in the affairs of our own country but of all the world.

What February Brings to Mind

February has given us our two great presidents, Washington and Lincoln. On February 12 we do honor to the saviour of our country and on February 22 to the father of our country. And while throughout all the United States here and there statues and memorials are erected to these great leaders of the nation, it is at Washington, D. C. that there have risen the two great memorials which every true American some day hopes and plans to visit. It was in 1848 that Congress planned the great memorial shaft known as the Washington Monument. But it was not until 1885 that this magnificent memorial, rising higher than any masonry in the world, was finally completed. Architecturally, this great shaft rising over 555 feet is regarded as a crowning finish to the grand public buildings of the capital. Of it the Senate Park Commission, composed of artists says "Taken by itself the Washington Monument stands not only as one of the most stupendous works of man but also



Washington's Home at Mount Vernon

as one of the most beautiful of human creations. Indeed it is at once so great and so simple that it seems to be almost a work of nature."

The Side Trip to Mount Vernon

One of the most memorable features of the whole trip next August, a feature which Larkin Secretaries will talk about for years to come, will be the trip to Mount Vernon, 16 miles south of Washington on the Virginia shore of the Potomac, where our guests will have the great privilege and joy of visiting the Washington mansion. Here is the ancestral home of the Washington family. The house was built in 1743 by Lawrence, half brother of George Washington. At the death of Lawrence and of his only daughter, George Washington inherited the estate and came here to live soon after his marriage in 1759. From Mt. Vernon he was called to take command of the revolutionary forces and after the surrender of Cornwallis at Yorktown he returned to Mt. Vernon. Again from this peaceable country estate he was called to be the first president of the United States. And to Mt. Vernon he retired after his terms as president, living here in dignified retirement as a private citizen until his death in 1799.

Patriotic associations have restored and preserved the Mt. Vernon estate so that our visitors will see it, in all probability, almost precisely as it looked in the days when the father of our country and devoted wife, Martha Washington, made it their home.

Our guests while in Mt. Vernon will also have the interesting experience of pausing at Old Christ Church which Washington attended while at Mt. Vernon and there actually sitting in the pew where George Washington sat.

The Lincoln Memorial

The tribute of our guests to George Washington will not exceed that which they will have the opportunity to pay to the great emancipator Abraham Lincoln. It is safe to say that for many, the most inspiring moment of the entire trip will be the visit to the wonderful new Lincoln Memorial. It was May 30, 1922 that the completed memorial of Abraham Lincoln was presented to the president of the United States. At that time William Howard Taft, Chief Justice of the United States, and himself a former president, spoke as follows "The American people have waited fifty-seven years for a national memorial to Abraham Lincoln. His life and

character in the calmer, juster vista of half a century inspire a higher conception of what is suitable to commemorate him."

And then Mr. Taft in turning over the memorial to the president of the United States concluded as follows "Here is a shrine at which all can worship. Here an altar upon which the sacrifice was made in the cause of liberty. Here a sacred religious refuge in which those who love country and love God can find inspiration and repose. Mr. President, in the name of the Commission, I have the honor to deliver this Lincoln Memorial into your keeping."

Many Other Happy Experiences

As the readers of The Larkin Idea study the front cover of our February issue, where is reproduced the sculptor French's immortal figure of Lincoln and as they view the picture of the Memorial on page 7 of this issue, they will realize that time will not dim their memory of the visit to the great Lincoln Memorial. There will be many other reminders of Lincoln during the three days in Washington. The sight-seers will pass the house where Lincoln died, they will stand in the president's room at the national capitol, the room where Lincoln signed the Emancipation Proclamation and at the Smithsonian Institute they will see many, many souvenirs of the days when Lincoln was president.

Thus the trip to Washington will include that large experience which will enable our

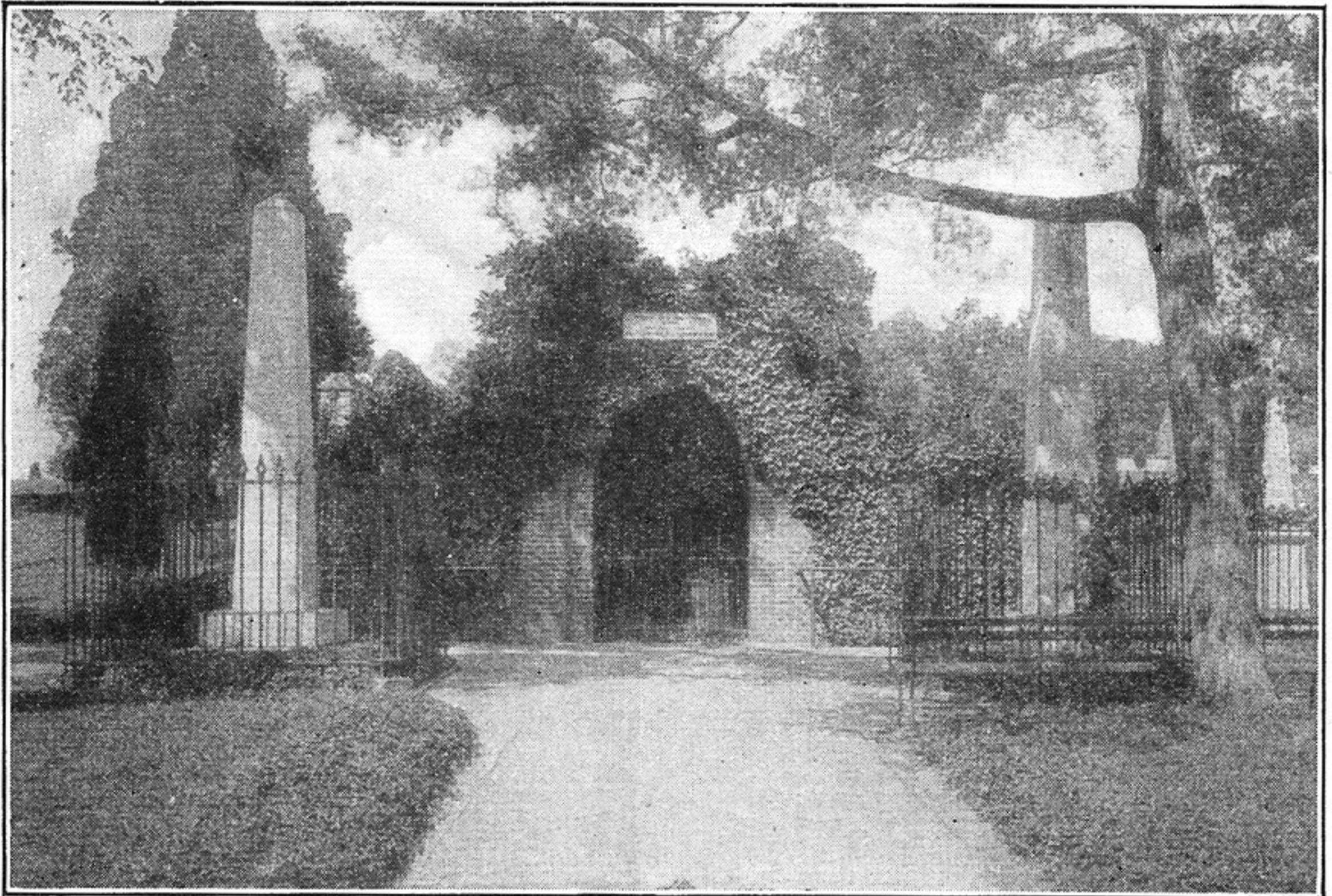
visitors to take back home a far deeper appreciation and far keener understanding of that great man, George Washington, who was indeed the father of his country and of the equally great one Abraham Lincoln, who less than seventy-five years later became a saviour of our country. It would be almost impossible in a single issue of The Larkin Idea for us to commence to cover the good times of the entire trip.

Planning to Bring a Guest

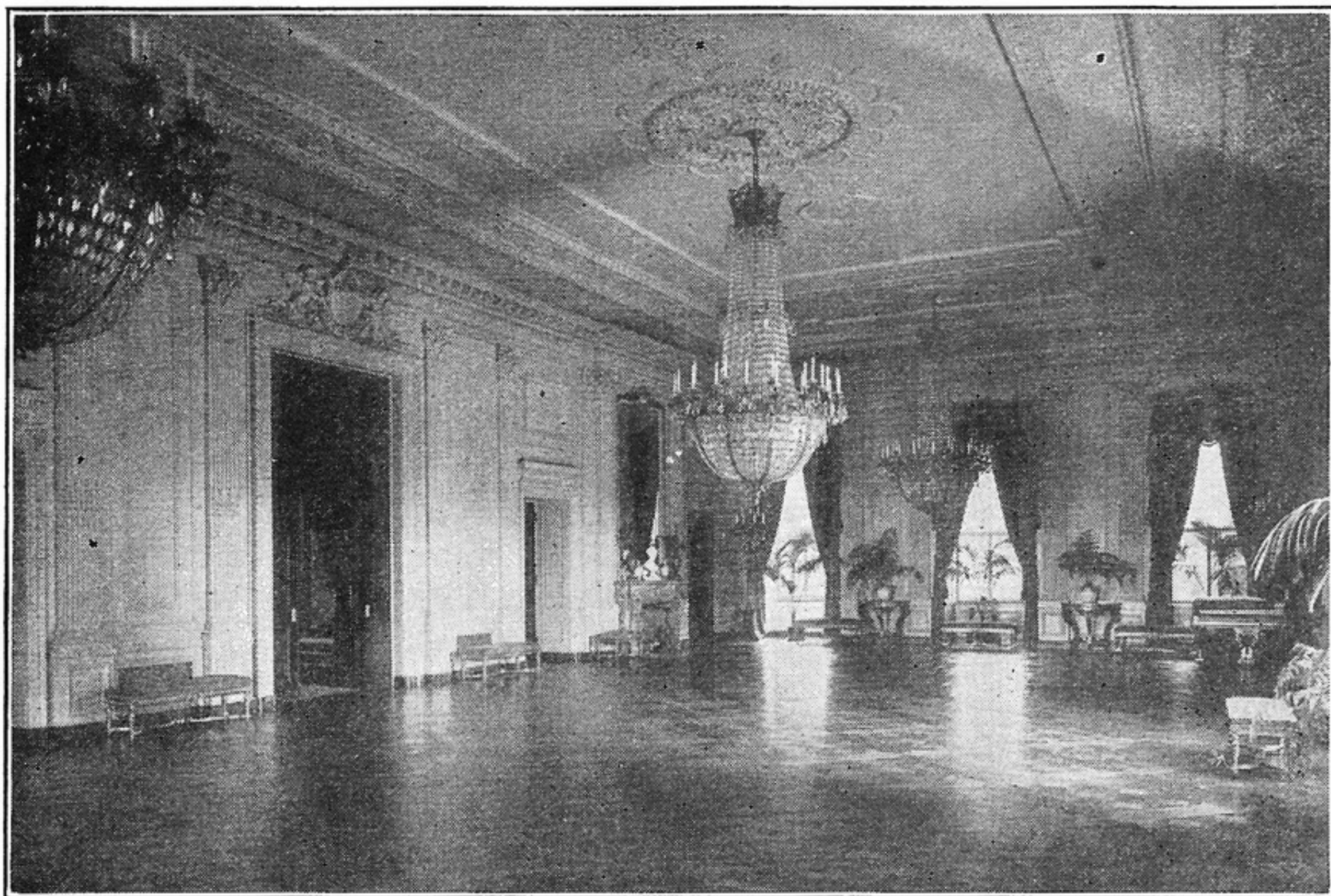
How natural with such a memorable trip ahead that many Secretaries are already working for the double pleasure of winning the trip themselves and taking a guest to Washington. The rules of the 1929 contest, like those of previous contests provide the privilege of buying an extra trip for only \$150 in Larkin Coupons, no matter where you may live.

When one considers that this includes all transportation charges as well as a three-day stay in the magnificent Hotel Mayflower in Washington and all the sight-seeing trips in and around Washington, including Mt. Vernon and lovely Rock Creek Park, it is almost too good to be true.

In the next issue of The Larkin Idea we shall give you some idea of the pleasant entertainment at the Hotel Mayflower and the good comradeship that awaits every one on this trip.



The Tomb of George Washington at Mt. Vernon



Underwood & Underwood

The East Room of the White House. In the corner may be seen the golden piano.

The Splendid Prizes of the "On-to-Washington" Contest

GROUP I

(All Secretaries Who won Trip or Coupon Prizes in Either Group I or Group II in 1928)



PRIZES

1st-150th

Free trips to Washington, D. C.

151st-160th... \$100 in Larkin Coupons

161st-175th... 50 " " "

176th-200th.. 25 " " "



CASH PRIZES

First.....	\$300
Second.....	200
Third.....	100
Fourth.....	50

GROUP II

(All Other Larkin Secretaries)



PRIZES

1st-75th

Free trips to Washington, D. C.

76th-85th..... \$75 in Larkin Coupons

86th-100th.... 50 " " "

101st-125th.... 25 " " "

126th-200th... 15 " " "



CASH PRIZES

First.....	\$200
Second.....	125
Third.....	75
Fourth.....	25

Note: On pages 12 and 13 will be found Monthly Sales Contest No. 2. This Contest has its own set of prizes. All orders received in it will, of course, carry with them the usual ten credits for every dollar's worth of rewarded business.

Here are the Simple Rules of the "On-to-Washington" Contest

Larkin Secretaries should note the New Division of Groups according to Rules 4 and 5.

1 Orders to win credits in the contest must earn a Sales Reward and amount to \$10 or more.

2 Ten credits will be given for each dollar sent us.

3 Orders to be counted in this contest must be mailed in envelopes post-marked at your post-office not earlier than January 1 and not later than June 17, 1929.

4 Any Secretary will be classified as Group I who was either (a) Trip or coupon winner in Group I of the 1928 contest. (b) Trip or coupon winner in Group II of the 1928 contest.

5 Any Secretary will be classified in Group II who was not a winner of either trip or coupon prizes in Group I or II of the 1928 contest.

6 Prizes will be awarded according to the table of prizes published on the facing page in the various groups. For example, the Secretary obtaining the highest credits in Group I will be awarded first prize, the next highest second prize, etc. Group II will be similarly handled. In case of a tie, additional prizes will be awarded.

7 Travel Trip winners unable to make the trip to Washington will be awarded \$150 in Larkin Coupons, regardless of their place of residence.

8 Any Travel Trip winner may purchase an additional trip for a companion for \$150 in Larkin Coupons. Any other winner may purchase the trip to Washington for \$150 in Larkin Coupons and an additional trip for a companion for an additional \$150 in Larkin Coupons.

9 If a person making this trip uses a railroad pass, we will allow actual railroad fare by direct route to and from the home of the winner not to exceed in all \$25 in cash.



The Great Lincoln Memorial at Washington, D. C.



Salad or Fruit Bowl of Genuine Cut-Glass

39c

with the
first order
of an
EXTRA
Club

ALREADY this special Extra Reward offer of the beautiful Fruit and Salad Bowl No. 2030 at only 39c for an extra Larkin Club is meeting with tremendous favor! Just how ideal this pretty cut-glass bowl is for a dainty salad is revealed by the photograph at the top of the page. One has to see the delicate rose shade in the choice American Beauty design, however, to fully appreciate what a distinctive touch this bowl will lend to any table.

The bowl is quite as lovely when one serves either the preserved fruits of last season or the new, fresh fruits of the coming spring and summer.

It is very simple and easy to possess one of these pretty bowls for yourself. Just invite a group of friends whom you are not now serving, to join your Larkin Club. Obtain them as Club members, then decide the Premium turns and let the fortunate one who is to have her Premium first select it. Then gather the orders of your friends and mail them together with your remittance, your order blank, the enrollment blank on page 9 and the 39c that makes this bowl yours.

Of course, if you prefer we shall be glad to send you \$2 in Larkin Coupons as the Extra Reward for your new Club, instead of the bowl.

Take Advantage of this Offer!

Every woman who loves to set a dainty table will think of innumerable ways in which this bowl will prove a marked addition to her glassware. Not only is it ideal for table service but on the frequent occasions when you entertain your friends informally in the living-room, here is a dish that you will pass with a great deal of

pride—one that will win the outspoken admiration of your guests. If a thing is worth doing at all, it is worth doing at once. There will be many occasions during February and March that you will be glad that this pretty, rose colored bowl in American-Beauty design is yours.

ROLL OF CLUB MEMBERS

Larkin Co Inc.

I wish to take advantage of your special Extra Reward Offer for the prompt organization of an Extra Larkin Club. (Check in the square the Extra Reward you prefer).

- ☐ Enclosed is 39c. Please send me my special Rose-Colored Fruit Bowl 2030.
- ☐ Instead of Fruit Bowl, please send me \$2 in Larkin Coupons.

Secretary.....

Address.....

Member No. 1.....

Address.....

Member No. 2.....

Address.....

Member No. 3.....

Address.....

Member No. 4.....

Address.....

Member No. 5.....

Address.....

Member No. 6.....

Address.....

Member No. 7.....

Address.....

Member No. 8.....

Address.....

Member No. 9.....

Address.....

Member No. 10.....

Address.....

Major Secretaries Enjoy a Little Journey to Buffalo



Mrs. Margaret Patton, Field Representative, Shavertown, Pa.

RECENTLY a happy party of Major Secretaries led by Mrs. Margaret Patton boarded the bus at Wilkes Barre and took a delightful all-day drive, with Larkin Co and Buffalo as their destination. This happy group, responsible for Larkin sales in Luzerne County, recently put over a very successful demonstration in Wilkes Barre, which was attended by large crowds both in the afternoon and evening. Since then they had been looking forward to their visit to Buffalo, which proved a real help and inspiration to them.

After seeing all the new Premiums and

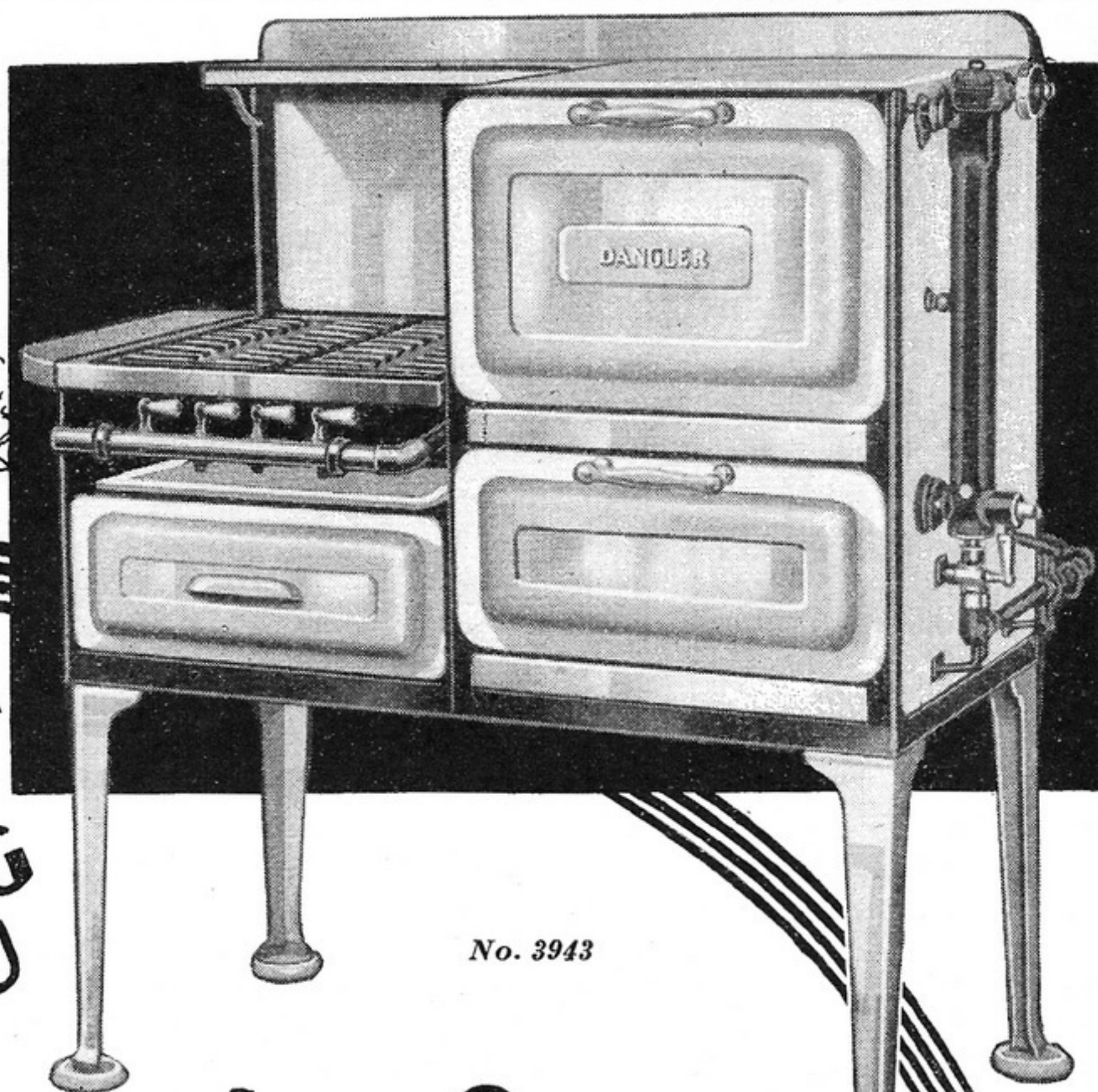
acquainting themselves with all the new wonderful Premiums for 1929, they returned home full of pep and enthusiasm for the coming year.

The party had their picture taken in front of the Administration Building prior to leaving for home. In the group left to right are: Mrs. Margaret Patton, Mrs. Conrad Walters, Mrs. Eliz. Richardson, Mrs. Michael Walters, Mrs. Lillian Charnatski, Mrs. C. D. Switzer, Mrs. Ralph Edwards, Mrs. Forrest Mayo, Mrs. Walter Dressel, Mrs. Jos. Stocker, Mrs. Geo. Ellsworth.

Trips to Buffalo have been quite the thing this fall. On several occasions Mrs. De Harde, Major Secretary of Erie, Pa. has brought large parties to Buffalo who have enjoyed this closer contact with Larkin Co. Other groups have visited us from Jamestown, N. Y., Oil City, Pa. and other points. It has been a pleasure to Larkin Co to play host in Buffalo to these splendid groups of Secretaries and their friends.



Mrs. Patton and a group of Major Secretaries of Luzerne County, Pa.



No. 3943

**THE
COUPON
WILL
BRING
YOU**

This **Dangler-Lorain** **GAS RANGE**

Cooking is made a pleasure by the convenience of this modern Dangler-Lorain Gas Range. Convenient because it is made for your individual comfort with its many right-up-to-the-minute devices. Just for instance, one of the attractive features about this Range is that you may have the ovens on either the right or left side—just tell us which way you want them. Full description on page 203 of the Catalog. No money need accompany your order. Simply fill out the Better Homes Order Blank (Catalog pages 77 and 78) and the coupon at the right and we will ship you this attractive Dangler-Lorain Gas Range for 30 days' trial, provided we receive your order by February 28.

Then, if you are not entirely satisfied, just send it back and we will refund all transportation charges. If you are satisfied, and we know you will be, send us \$6 a month until the Easy Payment Price of \$92 is paid.

**This Special Offer is Good
Until February 28**

NO-DOWN-PAYMENT COUPON

Larkin Co Inc.

Date.....

This Coupon is attached to my Better Homes Order for a Dangler-Lorain Gas Range No. 3943.

According to your Special Better Homes Offer in the February Larkin Idea, I agree to send the first payment of \$6 within 30 days after I receive the Gas Range and \$6 a month thereafter until the balance of \$92 is paid, or return it—you to pay all the transportation charges. 229 B.H.

This offer is good until February 28.

Name

Address

Town..... State.....

MONTHLY SALES CONTEST NO. 2

IN THE GREAT "ON-TO-WASHINGTON" CONTEST

NOW comes the Monthly Sales Contest No. 2 Witch Hazel Cream. What an ideal product for a February Contest, when Witch Hazel Cream is so much in demand as a protection and alleviative during the wintry blasts of February and the windy days of March.

You will be absolutely amazed at the amount of sales that you can get on this product. Every Secretary knows the smooth, healing qualities of Witch Hazel Cream and can recommend it unqualifiedly to those who have not yet enjoyed its application. When you cut in two the "with Premium" price you are able to offer this wonderful cream at an unbelievable saving over the usual fancy store prices on creams of similar quality.

Note the Contest rules and use coupons on facing page. Surely the worth-while prizes printed below are well worth getting. Then, too, think of the credits you will add to your score in the "On-to-Washington" Contest!

Witch-Hazel CREAM

4 oz.
Jar,
60c
with
PREM.



PRIZES

Group I

1st	\$75 in Larkin Coupons
2nd	50 " " "
3rd	25 " " "
4th-6th . .	10 " " "
7th-15th	5 " " "

Group II

1st	\$60 in Larkin Coupons
2nd	40 " " "
3rd	20 " " "
4th	10 " " "
5th-10th	5 " " "
11th-15th	3 " " "

Contest Rules

- 1 Prizes will be awarded in order on the largest total of money sent in payment for Witch Hazel Cream during the month of February.
- 2 Coupons below must accompany every Witch Hazel Cream order submitted in the contest. (If you need more than three coupons just make out similar coupons on plain paper).
- 3 Order must bear a postmark not later than February 28, 1929.
- 4 In the case of tie, the prizes will be duplicated.

Use These Convenient Coupons

Witch Hazel Cream Contest Credit Coupon

Larkin Co Inc.

The accompanying order for Witch Hazel Cream amounts to \$ in cash prices and is to be credited in the "On-to-Washington" Monthly Contest No. 2.

Name
St. & No.
Post-Office State

This Coupon good 'til Feb. 28, 1929 must be attached to your Order

Witch Hazel Cream Contest Credit Coupon

Larkin Co Inc.

The accompanying order for Witch Hazel Cream amounts to \$ in cash prices and is to be credited in the "On-to-Washington" Monthly Contest No. 2.

Name
St. & No.
Post-Office State

This Coupon good 'til Feb. 28, 1929 must be attached to your Order

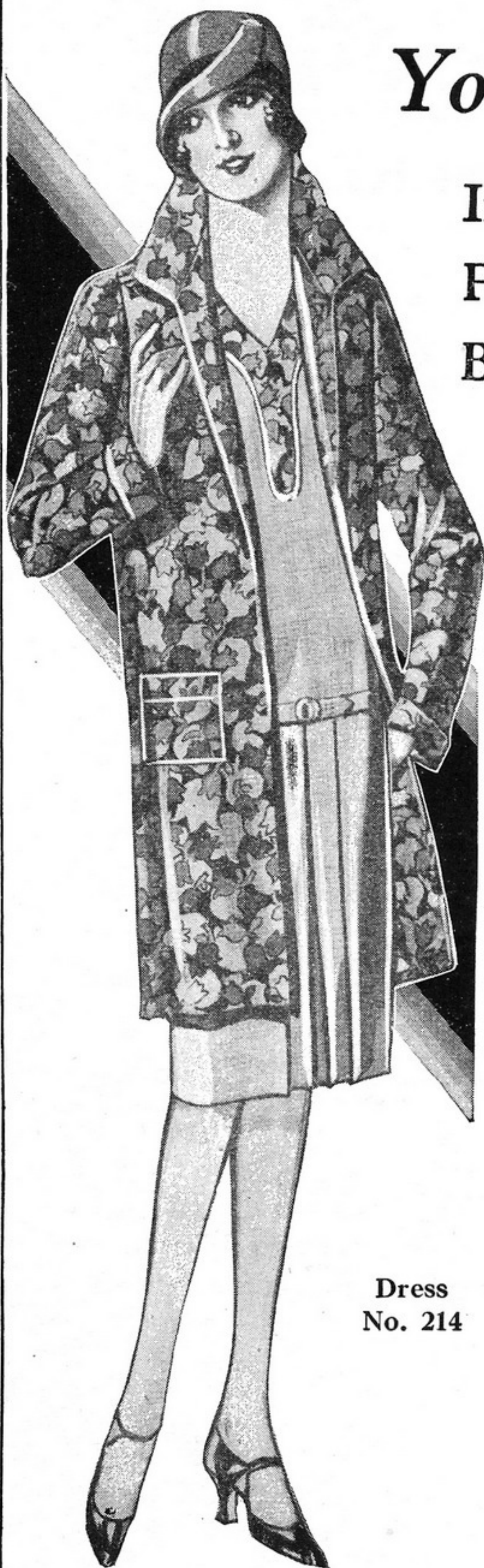
Witch Hazel Cream Contest Credit Coupon

Larkin Co Inc.

The accompanying order for Witch Hazel Cream amounts to \$ in cash prices and is to be credited in the "On-to-Washington" Monthly Contest No. 2.

Name
St. & No.
Post-Office State

This Coupon good 'til Feb. 28, 1929 must be attached to your Order



Dress
No. 214

Yours---

If You Order a First Larkin Pantry Before February 28

Send us the small down payment of \$5, with your order for a First Larkin Pantry, and we will immediately ship you the Pantry and also send you absolutely free this pretty Ensemble Dress. (See Catalog page 36 for description).

A Pantry in your home will mean increased sales to help you win in the "On-to-Washington" Contest. In fact, so many of our Secretaries say that the Pantry is such a big help, they wouldn't be without it.

For your convenience, the remainder of the price of the Pantry may be paid in nine small monthly payments of \$5 each. Regular Coupon Rewards will be allowed on all payments. Remember it costs you nothing for the Ensemble Dress—we want you to have it for yourself.

A

Praiseworthy Ambition Easily Realized

Mrs. Ida Sutfin, Dundee, N. Y.

"I like my Larkin Pantry because it is a big factor in helping me to realize my ideals and ambitions.

"I have always wanted a home that was nicely furnished with all the necessities and some of the luxuries of life and where the table was set with the best of food, not in the sense of price but in the sense of quality.

"My Pantry has helped me realize this by increasing my rewards and thus furnishing my home and placing on our table the highest quality of foods obtainable.

"My greatest ambition is about to be realized—a newly built home and all

that implies. It would not have been possible yet for a number of years without my Pantry.

"In the past few months I have had three new chairs, spinet desk, lamp, bed, mirror, table, set of silver and many dishes and when we move into this new home, I plan to have new rugs for the floors, more chairs and all the paint and paper for the house from Larkin and all this through my Pantry as rewards.

"My acquaintances have become fast friends through my Pantry and my days are filled with the fun of Larkin.

"What more could you ask of any friend?"

Your Pantry
Will Help You
Win a Trip to
Washington,
D. C.



STAR SECRETARY HONOR ROLL

For Month of December

BLUE STAR SECRETARIES

Cash Business for the Month, \$200 or Over.

\$25 Coupon Prize, each, to 10 Leaders, indicated below by*.

\$15 Coupon Prize, each, to other Blue Star Secretaries.

Mrs. F. W. Abbott.....	Palestine, Tex.	Mrs. A. Manion.....	Gloucester, N. J.
Mrs. M. Alloways.....	Philadelphia, Pa.	Mrs. R. G. Mead.....	Clarksboro, N. J.
Mrs. E. J. Ambellan.....	Buffalo, N. Y.	Mrs. Benj. H. Miller.....	Columbia City, Ind.
Mrs. Earl E. Beightol.....	Oil City, Pa.	Mrs. Thos. W. Miller.....	Rome, N. Y.
Mrs. Chas. Beitzel.....	Reading, Pa.	Mrs. James D. Morgan.....	Carbondale, Pa.
Mrs. W. J. Bishop.....	Fort Edward, N. Y.	Mrs. A. Murphy.....	Philadelphia, Pa.
Mrs. Bittner.....	Philadelphia, Pa.	Mrs. Ruth Myers.....	Lebanon, Ind.
Mrs. Anna Boucher.....	Manville, R. I.	Mrs. Cora F. McMullen.....	E. Rochester, N. Y.
Mrs. Conrad Breier.....	Mt. Oliver, Pa.	Mrs. B. McMurray.....	Philadelphia, Pa.
Mrs. L. Breitingen.....	Philadelphia, Pa.	Mrs. Thomas H. McQuillen.....	Houtzdale, Pa.
Mrs. Eunice M. Brown.....	Lebanon, N. H.	Mrs. Bertha Nill.....	Pittston, Pa.
Mrs. J. Bryson.....	Moore, Pa.	Mrs. Joseph Paluzzi.....	Canajoharie, N. Y.
Mrs. Sadie Bumbaugh.....	Mont Alto, Pa.	Mrs. D. Pardo.....	Philadelphia, Pa.
Mrs. C. Bunting.....	Philadelphia, Pa.	Mrs. Clara J. Patchen.....	Erie, Pa.
Mrs. Oliver S. Burkholder.....	Newville, Pa.	Mrs. F. Paton.....	Philadelphia, Pa.
Mrs. Frank Buzby.....	Ocean City, N. J.	*Mrs. J. M. Patterson.....	Bloomsburg, Pa.
Mrs. O. W. Cargill.....	Manchester, N. H.	Mrs. Millen Pellett.....	Newark Valley, N. Y.
Mrs. Archie Carl.....	Flint, Mich.	Mrs. A. Peters.....	Racine, Wisc.
Mrs. R. C. Cavanaugh.....	Philadelphia, Pa.	Mrs. J. Petters.....	Philadelphia, Pa.
Miss Mabel Coleman.....	Port Jervis, N. Y.	Mrs. W. Pharoah.....	E. Lansdowne, Pa.
Mrs. Camille Collins.....	Springfield, Vt.	Mrs. Andrew J. Pohl.....	Stillwater, N. Y.
Mrs. Annie L. Cowen.....	Brooklyn, N. Y.	*Mrs. E. Pommer.....	Philadelphia, Pa.
Mrs. H. Derstein.....	Hatfield, Pa.	Mrs. Lena Raup.....	Jersey Shore, Pa.
Mrs. Charles Dinger.....	Harrisburg, Pa.	Miss Sara A. Ray.....	Reading, Pa.
*Mr. Rodolphe Dostie.....	Augusta, Maine	Mrs. R. R. Reed.....	Ellwood City, Pa.
Mrs. F. Driver.....	Philadelphia, Pa.	Mrs. Stella Reed.....	Fairfield, Iowa
Mrs. F. Duschak.....	Racine, Wisc.	Mrs. Fred Rick.....	Burnham, Pa.
Mrs. Ralph Edwards.....	Berwick, Pa.	Mrs. George A. Rittle.....	Lebanon, Pa.
Mrs. W. H. Ferguson.....	Elmira, N. Y.	Mrs. Geo. Robinson.....	Lyon Mountain, N. Y.
Mrs. Mary A. Flanagan.....	Corning, N. Y.	Mrs. Mary E. Ruebelmann.....	Pocatello, Idaho
Mrs. Geo. C. Frasch.....	Ashland, Pa.	*Mrs. Wm. H. Ruth.....	Bethlehem, Pa.
Mrs. Sallie Fries.....	Oakes, Pa.	Mrs. W. C. Schafer.....	New Kensington, Pa.
Mrs. H. E. Fry.....	Philadelphia, Pa.	Mrs. Chas. H. Scott.....	Tamaqua, Pa.
Mrs. Clifford Ganoung.....	Ithaca, N. Y.	Mrs. A. Sees.....	Philadelphia, Pa.
Mrs. George N. Guise.....	Elmira, N. Y.	Mrs. William N. Shaffer.....	Wilkes Barre, Pa.
Mrs. G. Hammond.....	Philadelphia, Pa.	Miss Pauline Sheaffer.....	Harrisburg, Pa.
Mrs. John M. Hart.....	Mechanicsburg, Pa.	Mrs. W. Siebach.....	Philadelphia, Pa.
Mrs. G. Hartranft.....	Royersford, Pa.	Mrs. Mertie E. Simonds.....	Madison, Maine
*Mrs. B. Hashinger.....	Downingtown, Pa.	Mrs. John Singer.....	Lebanon, Pa.
*Mrs. A. Hellings.....	Philadelphia, Pa.	Mrs. Claude A. Sitlinger.....	Lykens, Pa.
Mrs. A. M. Hentz.....	Tower City, Pa.	*Mrs. D. E. Snyder.....	Port Jervis, N. Y.
Mrs. E. Higdon.....	Philadelphia, Pa.	Mrs. Geo. Stebbins.....	Rochester, N. Y.
Mrs. H. A. Hines.....	Tiona, Pa.	Mrs. W. A. Swanson.....	Falconer, N. Y.
Mrs. Loretto Houtz.....	Lykens, Pa.	Mrs. E. C. Swope.....	Doylestown, Pa.
Mrs. Erhard Huettl.....	Wabeno, Wisc.	Mrs. E. Tazel.....	Philadelphia, Pa.
Mrs. George Hurn.....	New Castle, Pa.	Mrs. L. Tomlison.....	Philadelphia, Pa.
Miss Grace Jones.....	Ellwood City, Pa.	Mrs. Glenn W. Towner.....	Hornell, N. Y.
Mrs. Joseph Kane.....	Bellefonte, Pa.	Mrs. Pauline Trahan.....	E. Rochester, N. Y.
Mrs. Amanda R. Kiehefner.....	Ephrata, Pa.	Mrs. A. Van Fossen.....	Philadelphia, Pa.
Mrs. Margaret Kimball.....	Lafayette, Ind.	*Mrs. Fannie Waterbury.....	Sherrill, N. Y.
*Mrs. A. Klinger.....	Philadelphia, Pa.	Mrs. H. C. Weaver.....	Nanticoke, Pa.
Mrs. R. Kuhn.....	Philadelphia, Pa.	*Mrs. C. Weber.....	Camden, N. J.
Mrs. Harold H. Lauber.....	Roosevelt, N. Y.	Mrs. S. Weller.....	Philadelphia, Pa.
Mrs. Victor Lauriha.....	Forest City, Pa.	Mrs. Alice Wesley.....	Bellwood, Pa.
Mrs. A. F. Lear.....	Doylestown, Pa.	Mrs. Wm. Weyman.....	Lewistown, Pa.
Mrs. Chas. LeCrone.....	York, Pa.	Mrs. Mayme Wilburn.....	Cumberland, Md.
Mrs. Leon S. Leinbach.....	Esterly, Pa.	Mrs. Chas. Williams.....	Star Junction, Pa.
Mrs. Wm. Lincoln.....	New Salem, Pa.	Mrs. Nellie F. Windover.....	Wynantskill, N. Y.
Mrs. E. Lobb.....	Morton, Pa.	Mrs. Claude Wood.....	W. Lafayette, Ind.
Mrs. J. MacNeilly.....	Oneida, N. Y.	Mrs. Ezra Zorn.....	Owego, N. Y.
Mrs. Abram M. Magill.....	Harrisburg, Pa.		

STAR SECRETARY HONOR ROLL

(Continued from preceding page)

For Month of December

RED STAR LEADERS

Cash Business for the Month, \$100 to \$199.

\$10 Coupon Prize, each, to 20 Leaders, names below.

\$7 Coupon Prize, each, to other Red Star Secretaries.

(Owing to limited space, list of 20 Leaders only is printed.)

Mrs. Horace BilgerEmaus, Pa.
 Mrs. S. W. Brooks.....Corry, Pa.
 Mrs. James Burns.....Thompson, Pa.
 Miss Marion Campbell.....South Livonia, N. Y.
 Mrs. H. Fritschler.....Schenectady, N. Y.
 Mrs. O. P. Gunn.....New Milford, Pa.
 Mrs. Mary Hastie.....Donora, Pa.
 Mrs. Ward Herman.....Lock Haven, Pa.
 Mrs. James Jones.....Winton, Wyo.
 Mrs. Bill Klespie.....Luzerne, Pa.

Miss Myrtle Law.....Williamstown, Pa.
 Mrs. W. Mattson.....West Chester, Pa.
 Mrs. John U. Miller.....Lebanon, Pa.
 Mrs. Norris Poling.....Bradford, Pa.
 Mrs. Jessie Rush.....Lewistown, Pa.
 Mrs. John J. Snyder.....Port Jervis, N. Y.
 Mrs. Jas. Vernon.....Punxsutawney, Pa.
 Mrs. J. C. Wangelin.....Lockport, N. Y.
 Mrs. J. E. Warwick.....Providence, R. I.
 Mrs. Wm. Weeks.....Gilberton, Pa.

"Inspired by Letters from Other Secretaries"

by

Mrs. D. Rothermel,
 Kutztown, Pa.

I have read almost all the letters published in The Larkin Idea from time to time, written by Larkin Secretaries and they have inspired me to write one myself.

I took orders for Larkin Co when I was but a little girl. One of the Premiums my mother received was a beautiful dinner set. When I started housekeeping my mother gave that set to me. It surely was a help because I needed so many things for the home. When I married I decided to start a Club to earn those things that

everybody likes to have but cannot find a way to get. I have my third Club now and hope to have many more. My home is almost entirely furnished with things from Larkin Co.

My mother ran Larkin Clubs for twelve years. After that time she joined a Club-of-16. My mother and I have both experienced that Larkin Co offers more value for the amount of money one spends than any other place I know.

The Larkin Idea

PUBLISHED AND COPYRIGHTED 1929
BY LARKIN CO INC.

A Monthly Magazine for Larkin Secretaries.
Mailed Free

Larkin Co Inc.

ESTABLISHED, 1875

BUFFALO, N. Y.

PEORIA, ILL.

PHILADELPHIA, PA.

OFFICERS AND DIRECTORS

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JAMES E. WILSON DIRECTOR	HAL E. PUFFER DIRECTOR LARKIN CO OF PENNSYLVANIA
KNEELAND BALL DIRECTOR LARKIN CO OF ILLINOIS	E. A. POWERS DIRECTOR LARKIN CO OF ILLINOIS

VOL. XXIV FEBRUARY 1929 No. 12

Once again this February issue is filled with the "On-to-Washington" Contest.

* * * *

As we write of the nation's capital during this month when we celebrate Lincoln's and Washington's birthdays, our hearts are stirred with patriotism. As we think of the many Secretaries that are set on seeing these inspiring scenes at Washington, we know that your heart, too, will be stirred by the thought of it.

* * * *

Aside from the great contest itself a great deal of interest has been manifested in the little inner monthly contests. A goodly number of Secretaries were engaged in the Boraxine Selling Contest which was Monthly Sales Contest No. 1 in January.

* * * *

And now comes the announcement of Monthly Sales Contest No. 2—Witch Hazel Cream. The purpose of these little contests is to give the Secretaries something novel and new on which to concentrate each month in visiting friends and neighbors. Usually a sale of a box of Boraxine or a jar of Witch Hazel Cream is the entering wedge to many other sales.

* * * *

The Secretary who sells twenty or thirty jars of Witch Hazel Cream to twenty or thirty new customers may not win a prize

in the Witch Hazel Cream Contest but she will certainly have added a considerable number of customers to her total list. Try it and see!

* * * *

Many a great campaign has been lost for lack of ammunition. The Secretaries' ammunition for spring sales is first and foremost the Larkin Catalog. Along with it she has as sure-fire weapons for securing business, the Larkin Wall Paper Book and the Paint Color Card. The inside front cover of The Larkin Idea and the facing page remind our Secretaries of the two first-mentioned means, while within a brief period the Paint Color Card will be placed in the hands of every Secretary.

* * * *

While this reminder is before you, why not take the order blank which accompanies this issue of The Larkin Idea and mark in it just the number of new catalogs and wall paper books you can profitably use. Then use this order blank for your very next order. Remember that we wish to supply you just as many books as you can place to real advantage, knowing that the Larkin Catalog and Wall Paper Book are in themselves the very best partners you can have for increased business.

* * * *

There has been a great deal of satisfaction with the new offer for extra Clubs. So many Secretaries secured for themselves the Sandwich Tray during the six months just past. What a happy thought that a companion piece has been chosen for the spring offer, a lovely salad or fruit bowl. Of course, the thing that is almost beyond comprehension is the possibility of securing a genuine piece of cut-glass in the shapely design and lovely American Beauty rose pattern for such a small sum as 39c. Yet, that is the opportunity which awaits any Secretary who will start forth among her friends and enroll them in an extra Larkin Club this spring.

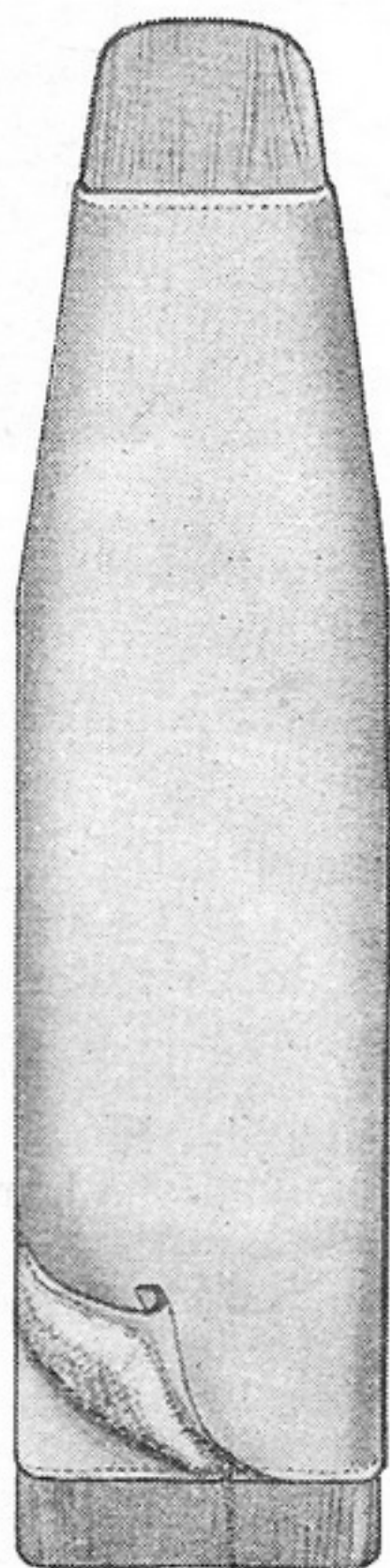
* * * *

We almost forgot to mention the Larkin Idea Special of the month...the Ironing Board Pad with Cover. These monthly Specials have been hailed with delight by Larkin Secretaries and their Club members. Now that Rewards are regularly paid on these specials, they come under the head of sales that count in the "On-to-Washington" contest. There are many Secretaries who will remember to mention The Larkin Idea Special as they go around among their friends, in gathering up orders in this great contest.

You Can Take Many Orders for this Ironing Board Pad with Cover

No. 24 Regularly
\$1 with Prem.

**Cash
Price 39c**



HERE'S a Larkin Idea Special that certainly lightens the housekeeping tasks. This splendid Ironing Board Pad with Cover is the kind which makes ironing a pleasanter, easier task . . . a purchase regarded with deeper satisfaction as time passes . . . yet one that only calls for a trivial amount of money.

Tremendous have been the sales of previous Larkin Idea Specials. We predict that your Club members and customers will be quick to grasp an opportunity that enables them to have this helpful laundry improvement at a bargain price. Sell as many as you can! Usual Rewards given on all orders.

Ironing Board Pad No. 24 with Cover

Fits any board of usual width and length. Easily put on; laces on back of board. Lace included. Made of cotton sheeting cover enclosing the cotton padding.

Mailing weight 12 oz.

Use This Coupon! Order as Many as You Like!

Larkin Co Inc.

Good until Mar. 10, 1929

I am sending herewith with my regular Secretary's order, an order for Ironing Board Pads No. 24 and Covers at 39c each, for which I enclose in addition \$. (I understand I will receive the regular Reward on this order.)

Name

St. & No.

P. O. State

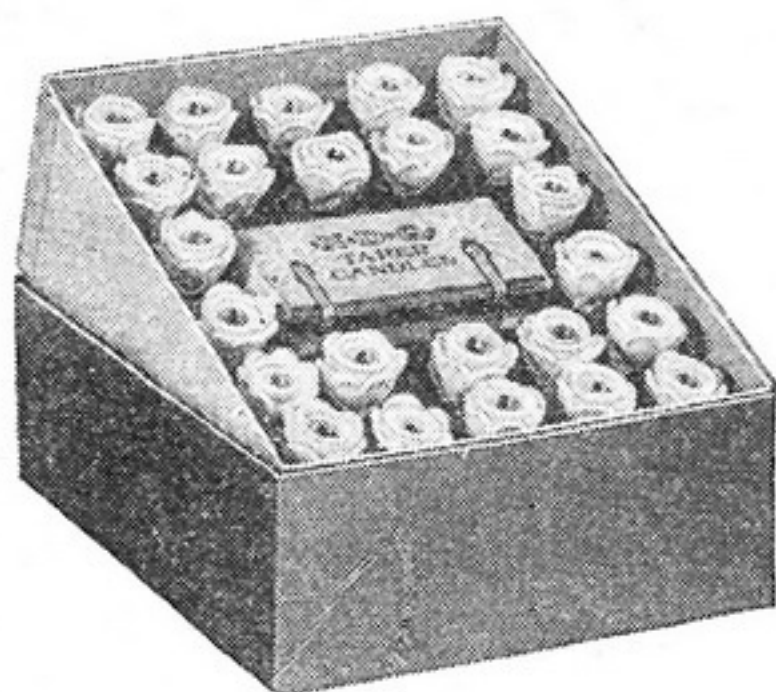
229 L. I. Special

"Goody! Goody!" A Cake with Candles

What's a birthday without a real birthday cake and candles? They are just the perfect touch that marks the celebration of the day.... whether it be a party or just the family circle.

Birthday-Cake Decoration No. 3

Set consists of twenty-four pink rose-bud candleholders on wires and twenty-four pink candles, 2 in. high. Mailing weight 6 oz.



Set,
50c
with
PREM.

Take Your Friends in Your Club at Once!

Oftentimes after a Club has been started either friends of your own or those of your Club members come to you with the request to join your Club. The businesslike Secretary is always prepared to serve these friends who wish to be Larkin Club members immediately, even though she has not a regular place for them in her Club. In view of the fact that The Larkin Idea is constantly going to new Club Secretaries who perhaps do not realize how easy it is to do this, we want to tell you just how. These newcomers may have without delay the advantage of Larkin Dealing.

How to Include the Orders of Others Besides Members

When these friends ask for admission to your Club, say to them:

"How glad I will be to serve you without even waiting for the renewal of my Club. If you wish to take a dollar share in my Club just choose a dollar's worth of Larkin Products at catalog prices and I will send your order in with that of the regular Club. I'll request of Larkin Co one dollar's worth of Larkin Coupons which I will give to you along with your Products. By the time the Club series is completed you will have received, if you give me an order for a dollar's worth of Products each time, just as many dollars in coupons as there are orders in the Club." (If five orders remain, your friend will receive five dollars in coupons. If six, six dollars in coupons, etc.)

At Reorganization Time

At reorganization time you can then take these extra Club members into your Club as regular members either by expanding the Club into two Clubs or a Club of larger size, or by letting them replace any members who might wish to drop out. Incidentally, the Secretary who has a few extra members purchasing Products in this way, when she reaches the end of the Club series, always has ample Club members to carry on a Club at its renewal.

Of course, these friends you serve by extra purchases after the Club is started may turn in the coupons they receive for Premiums with any order of that Club series, or they may save them to add to their Premium value when the Club reorganizes.

FOODS ARE MORE TEMPTING WHEN YOU USE

PURE FOOD COLORS

With Larkin Pure Food Colors, you can "dress up" desserts, confections and icings for cakes and make them look irresistibly good! Moreover, they are as safe for coloring as the juices of canned fruits.

Choice of 3 Colors:
Cherry-Red Lemon-Yellow
Apple-Green

Jar,
20c
with
PREMIUM

Mlg. wt.
3 oz.



Prize Winners in Xmas Card Selling Contest

1st. Prize \$50 in Larkin Coupons.

Mrs. A. J. Hellings, Philadelphia, Pa.

2nd. Prize \$25 in Larkin Coupons.

Mrs. Lois E. Smith, Charlotte, Mich.

3rd. Prize \$15 in Larkin Coupons.

Mrs. W. H. Leidy, Philadelphia, Pa.

4th. Prize \$10 in Larkin Coupons.

Mrs. Morris Scheffer, Westfield, N. J.

5th.-8th. Prizes \$5 in Larkin Coupons each:

Miss Vanna Kelley, Bloomsburg, Pa.

Mrs. A. C. Ohl, Williams Bay, Wis.

Mrs. Alice Wesley, Bellwood, Pa.

Mrs. A. E. Taylor, Clifton Springs, N.Y.

9th.-48th. Prizes \$2 in Larkin Coupons each:

Mrs. H. W. Spylman, Alexandria, Va.; Mrs. Geo. Thomas, Thompson, Iowa; Mrs. Estelle Reed, Philadelphia, Pa.; Mrs. Harold E. Thomas, Rome, N. Y.; Mrs. Pearl Moody, Douglas, Wyo.; Mrs. Irving E. Drew, Sussex, N. J.; Mrs. A. Manion, Gloucester, N. J.; Miss Sara A. Ray, Reading, Pa.; Mrs. W. S. Burr, Interlaken, N. Y.; Mrs. D. F. Scanlon, Oregon, Wis.; Mrs. A. De Shelter, Toledo, Ohio; Miss Elizabeth Graham, St. Johns, Mich.; Miss Prudence McBee, Chicago, Ill.; Mrs. Julia Boyer, Maplewood, Mo.; Mrs. A. L. Cowen, Brooklyn, N. Y.; Mrs. F. N. Dunbar, Lafayette, Ill.; Mrs. Etta Combs, Uhrichsville, Ohio; Mrs. H. L. Kennedy, Binghamton, N. Y.; Mrs. Effie Sollinger, Emmenton, Pa.; Mrs. P. C. Hardenbrook, Danville, Ill.; Mrs. Henry Niesen, Springfield, Ill.; Mrs. Thomas Bennett, Stoutland, Mo.; Mrs. W. J. White, Washington, D. C.; Mrs. E. G. Coy, Decatur, Ill.; Mrs. Geo. Krieker, Roseland, Ill.; Mrs. Estella McGuire, Sabina, Ohio; Mrs. C. V. Fleming, Highwood, Ill.; Mrs. Myrtle Hooks, Lawrenceville, Ill.; Mrs. J. Van Sant, Philadelphia, Pa.; Mrs. Geo. Reiter, Des Plaines, Ill.; Mrs. H. D. Medcraft, Cuyahoga Falls, Ohio; Mrs. Mary A. Flanagan, Corning, N. Y.; Mrs. Wilfred Cummings, Sparta, Mich.; Mrs. C. W. Hager, Youngstown, Ohio; Mrs. H. Perleberg, Janesville, Wis.; Mrs. A. J. Abendschen, Breckenridge, Minn.; Mrs. R. Collins, Dayton, Ohio; Mrs. Aaron R. Smith, Horseheads, N. Y.; Mrs. William H. Temple, Danbury, Conn.; Mrs. H. R. Bryson, Moore, Pa.; Mrs. Bessie M. Deitzel, Columbia, Pa.

An Easy Way to Clean the Woodwork

How attractive the spic-span home and how valuable the aids to accomplishing it!

Cleaning of window casements, doors and other woodwork is faultlessly done with—

LARKIN CLEANING PASTE

1-qt. 40c with
can, PREMIUM
Mailing weight 2¾ lbs.

Case of 8 cans, \$2.75 with
PREMIUM
Mailing weight 26 lbs.

Note the new can which is easily opened by key attached to top. Very convenient to use. After can is opened, top forms a handy slip cover.



TRANSPARENT SOAPS

There is an appeal about Larkin Transparent Soaps that makes them prime favorites. Your Club members will like them for the delicate beauty of their color and their dainty perfume.

Choice of two kinds:



ROSE
Ruby color, and as delicately rose perfumed as a breeze wafted over a rose garden. Mailing weight 4 oz.

Single cake, **15c** with PREMIUM



GOLDEN GLOW
Glowing, golden yellow, with the delightful fragrance of a bouquet of spring blossoms. Mailing weight 4 oz.

Single cake, **15c** with PREMIUM

"What Larkin Dealing Has Meant to Me"

by

Mrs. George A. Moore

Wilmington, N. C.

I have a few expressions of sincere appreciation to pass on to you. I have been dealing with Larkin Co for about twenty years and have never been disappointed with anything received from you.

Larkin has meant more to me and my home than any other dealer. To begin, all of my rooms and my porch are lighted with Larkin electrical fixtures. I have never seen any fixtures I like better than mine.

In my living-room the rug, library table, lamp, music cabinet, smoking cabinet, arm chair and many other little things came from Larkin Co. In every room in my home are Larkin Premiums, which add much beauty and comfort.

For ten years my family has used a set of Larkin Silver three times a day, yet

not one piece has tarnished. For the past six years my children have been sleeping on a Larkin iron bed and it is still in perfect condition; the enamel hasn't cracked a bit.

Too, I must tell you that through Larkin Co last Christmas my children were made happier and their tree far prettier than ever before. I have been saving all of my coupons for some time so that you may make my Christmas a very enjoyable one. Larkin Co has made it possible for me to obtain some things that I have always wanted but could not afford until Larkin made it easy. Among these things is a real diamond ring, which I earned through Larkin dealing. I wish I could tell everybody just how much Larkin has meant to me and mine.

"How I Sold Christmas Cards"

by

Miss Vanna Kelley,
Bloomsburg, Pa.

Editor's Note: Contestants in the monthly sales contests in connection with the "On-to-Washington" Contest will be interested in Miss Kelley's letter below. What she has done with Christmas Cards other Secretaries should be able to do with such a staple item as Larkin Witch Hazel Cream.

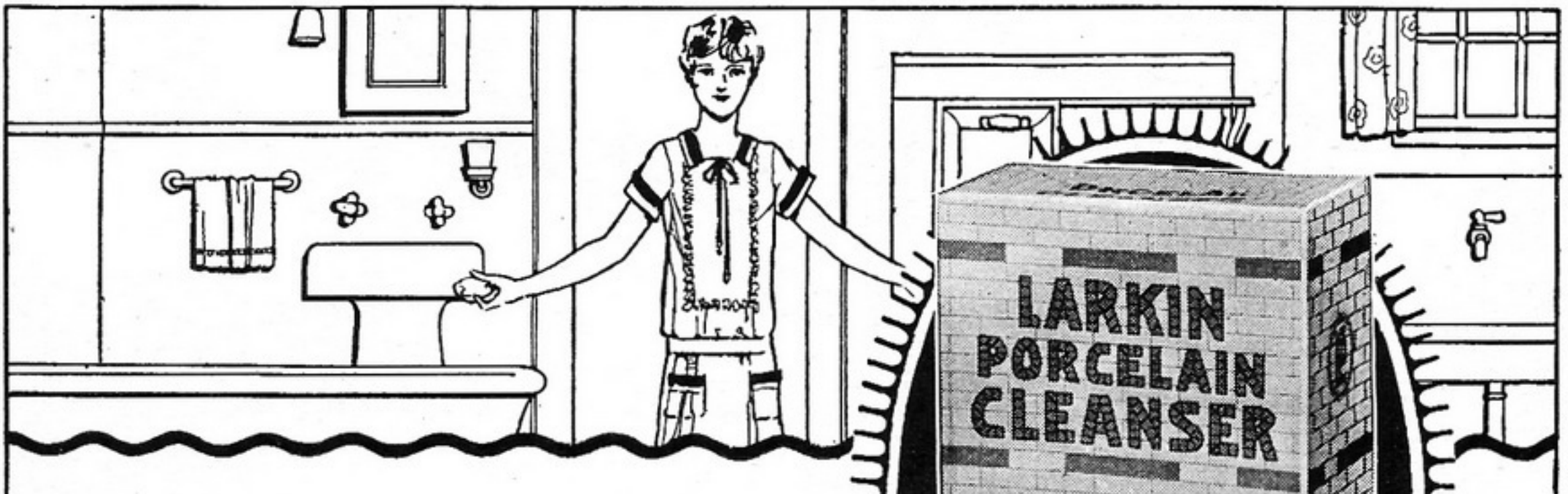


Miss Kelley writes: "I have sold more Christmas Cards this year than ever before. My method of selling so many cards was to order the four different kinds and use them as my samples. You need not coax any one to buy when they once see the cards; they speak for themselves. The demand for Larkin Christmas Cards increases every year.

"Women who had never bought a Larkin order said that the cards were wonderful value for the money and had seen none better for the price. One new cus-

tomers this year said she certainly wants to get her Cards from me next year.

"Having known nothing about the Christmas Card Selling Contest which was to be conducted during November, I sent in large orders during October. In spite of that, when the Christmas Card Selling Contest was announced in The Larkin Idea for the month of November I was able to gather even further orders. Yet I was indeed surprised when I received the \$5 in Larkin Coupons, having stood fifth in this contest."



DON'T you like to see the porcelain of bathroom and kitchen glistening white as new-fallen snow! It's such a satisfaction to have it so! And so easily accomplished with—

LARKIN PORCELAIN CLEANSER

14-oz. package, **20c** with PREMIUM

Mailing weight 1 lb.

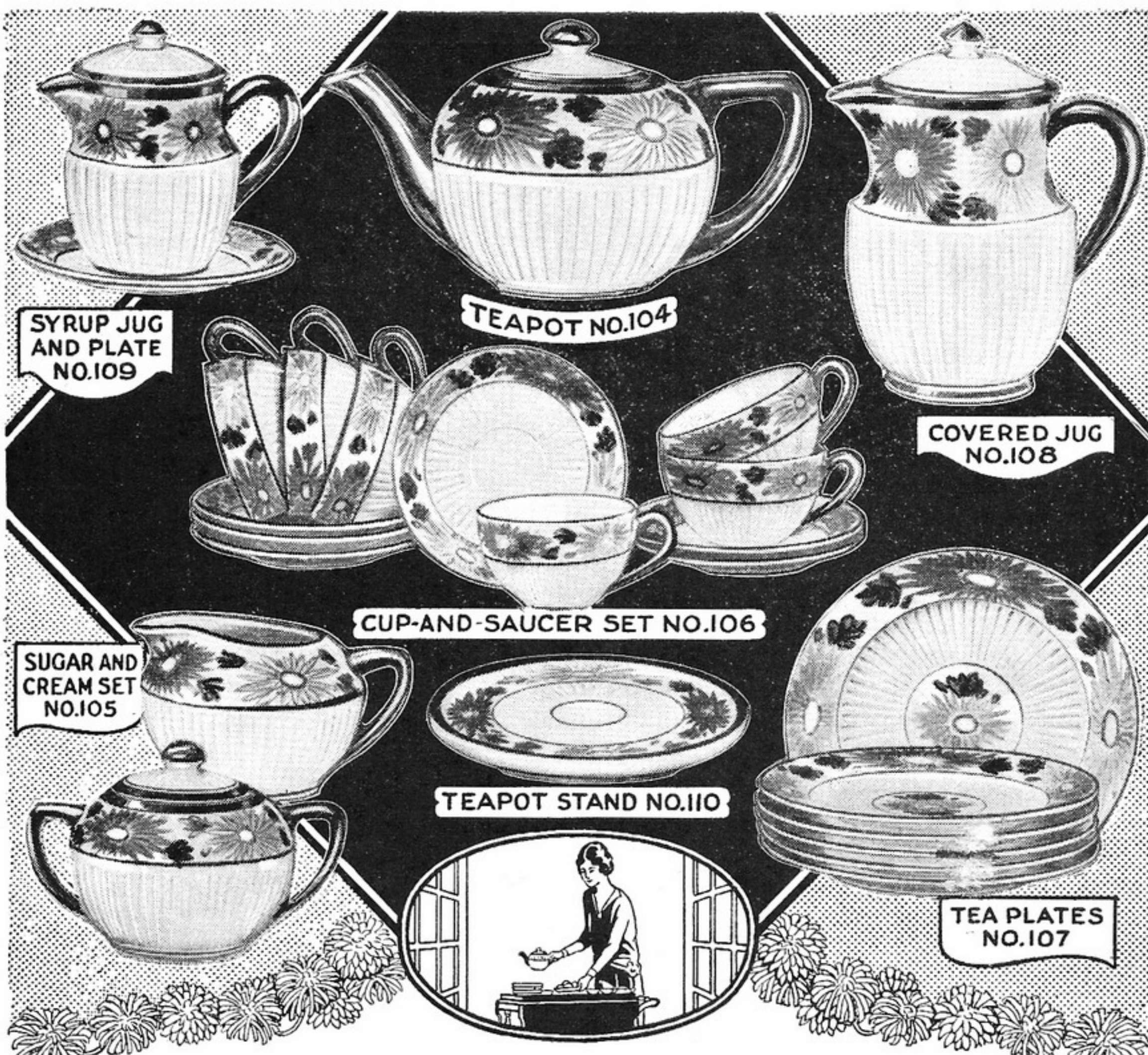
A
FINE
WHITE
POWDER

DISSOLVES
AND
REMOVES
SOIL

ITSELF
EASILY
RINSES
AWAY

"My greatest find among Larkin Products!" declared a Larkin Secretary recently. Just what you and your friends will say once you begin using it!

for a Spic and Span
Bathroom
and
Kitchen



ASTER PATTERN UNDERGLAZE POTTERY

PRETTY dishes with their colorful, flowery designs give a festive air to even the simplest table service. These in aster pattern . . . an exclusive import of Larkin Co. . . . are as charming as a plot of asters in a riot of color in your garden. Surely you and your Club members will be eager to start or complete a tea set, a breakfast set or a waffle set.

This imported, hand-painted, underglaze Pottery is artistically decorated with a wide border of hand-painted blue and rose asters under the glaze, guaranteeing permanency. Handles,

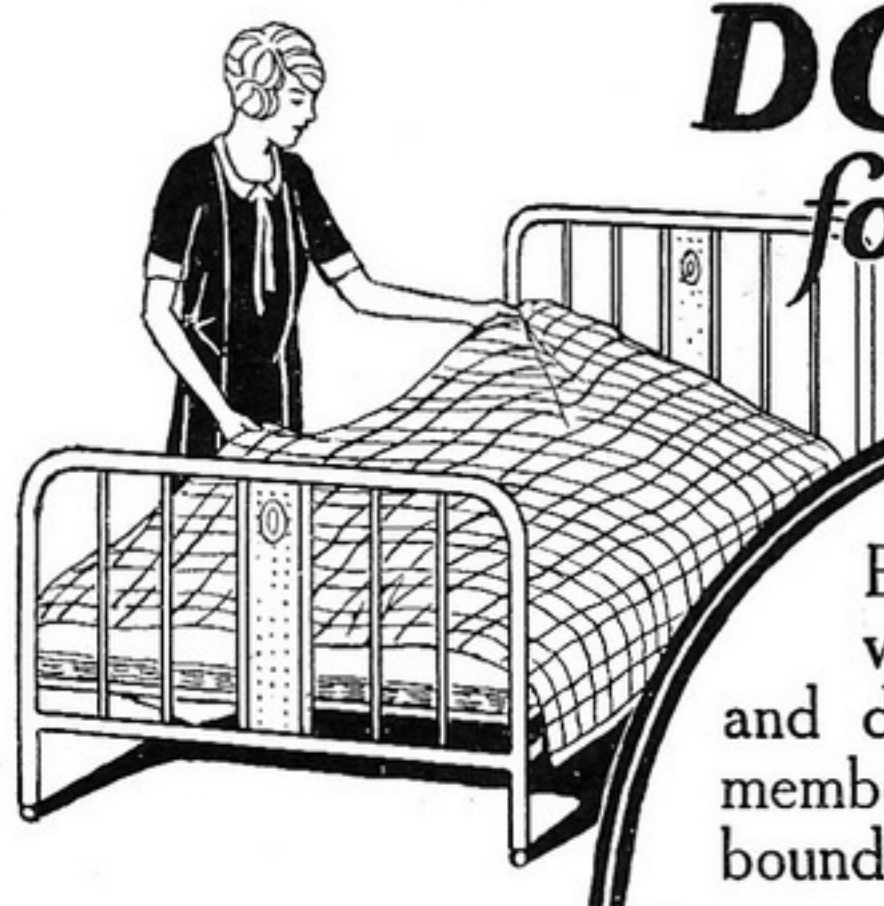
edges and spouts are black. Many new pieces have been added to this very popular pattern. Pictures in colors and prices will be found on page 55 of the new spring catalog.

PIECES ILLUSTRATED ABOVE

Syrup Jug and Plate No. 109 . . . \$1.50
 Covered Jug No. 108 \$3.00
 Teapot No. 104 \$2.25
 Teapot Stand No. 110 50¢

Cup-and-Saucer Set No. 106 . . . \$3.50
 (6 teacups and saucers in set)
 Tea Plates No. 107 \$3.50
 (6 plates, 7½ in. in diameter)
 Sugar and Cream Set No. 105 \$1.80

Prices with Premium



DOWNY WARMTH for CHILLY NIGHTS!

A big, plaid, double Blanket! A very special value! Woven of wool and selected China cotton, it is warm and durable. Priced especially favorably for Club members. Generous size, 68 x 90 in. Ends sateen bound. Mlg. wt. 6 lbs.

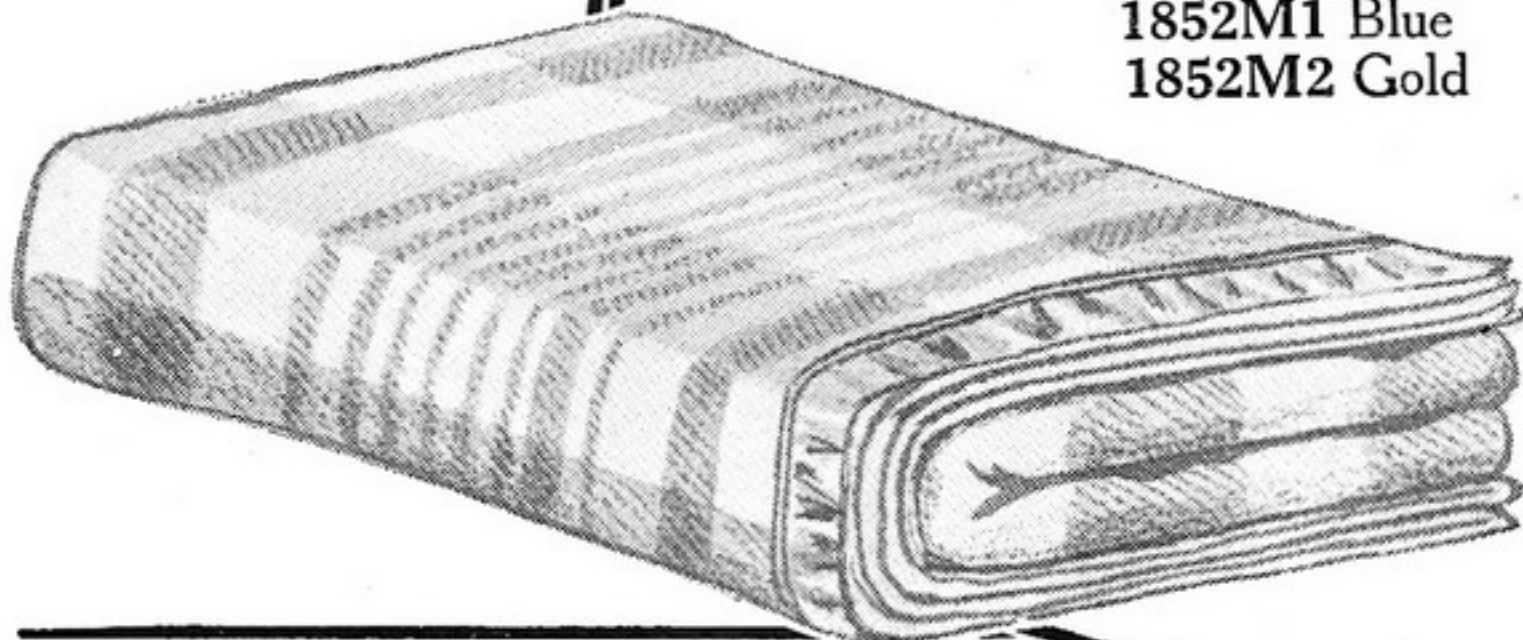
1852M1 Blue
1852M2 Gold

1852M6 Lavender
1852M8 Rose

Pair with

\$10

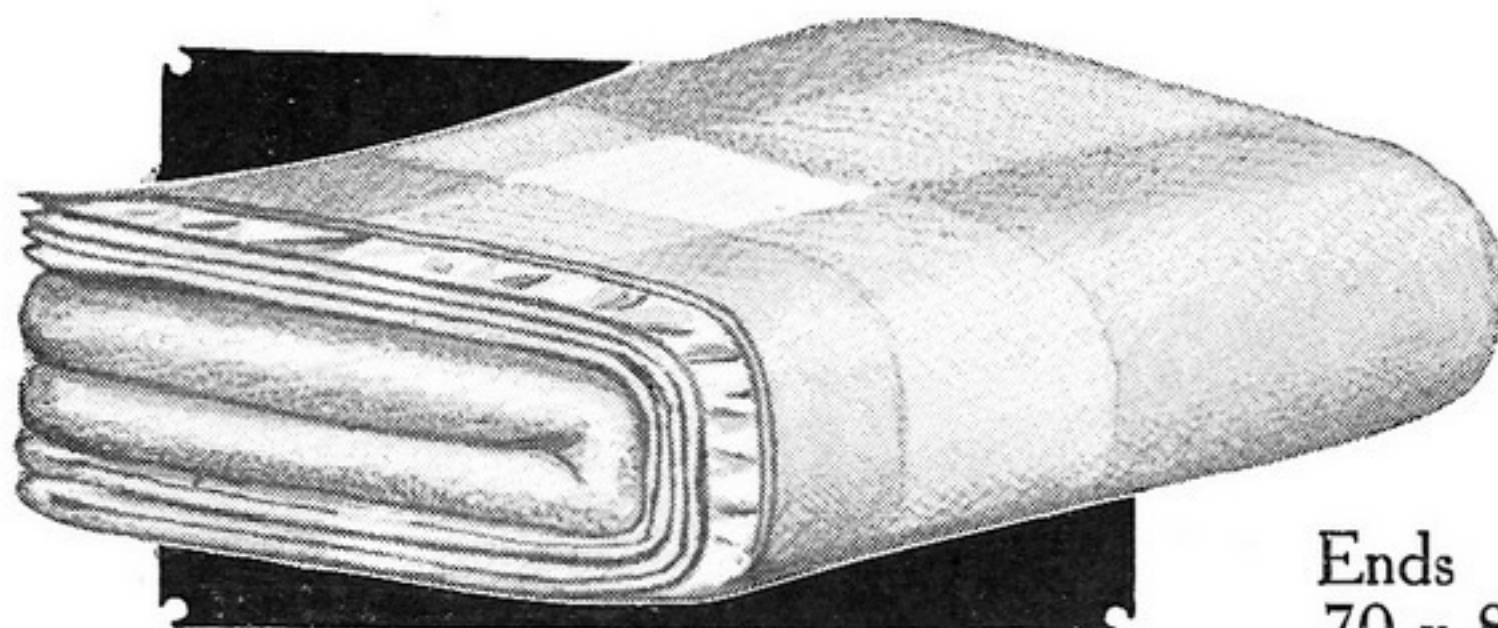
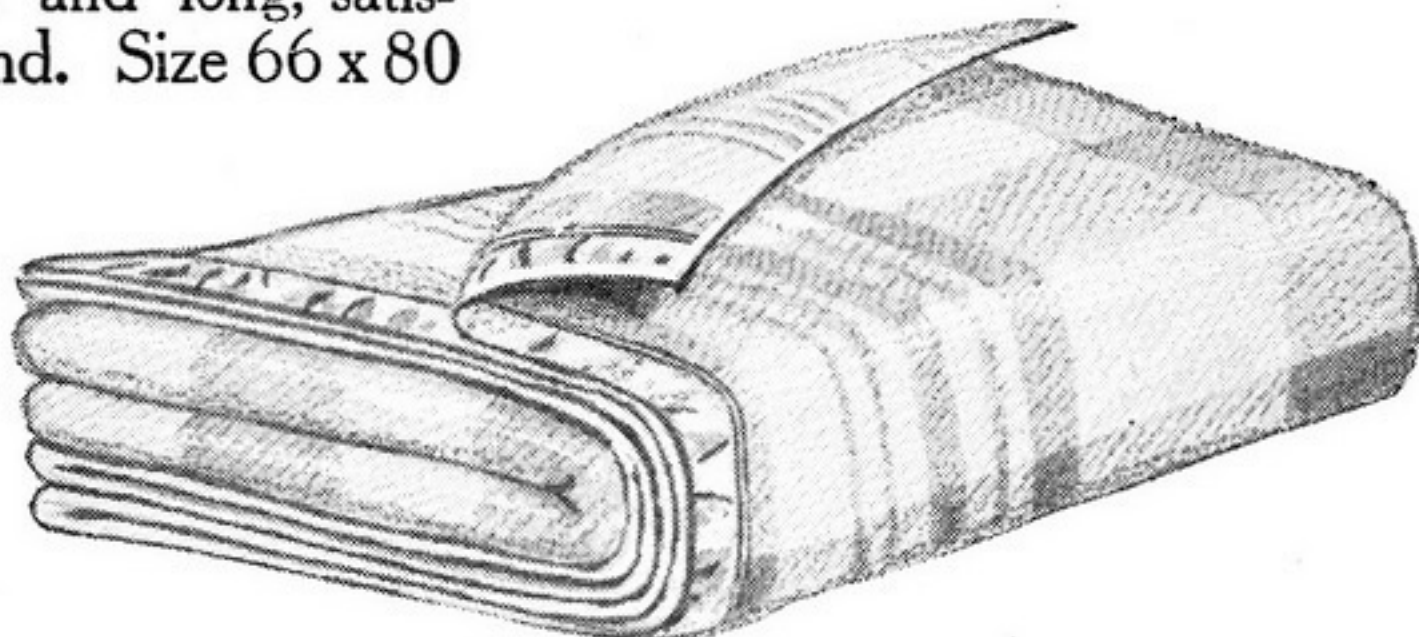
*Purchase or
Coupons*



Finest quality, plaid, double Blanket! All-virgin-wool! Beautiful, deep, soft nap. A Blanket one can depend on for cozy warmth and long, satisfactory service. Ends sateen bound. Size 66 x 80 in. Mlg. wt. 4½ lbs.

3854M1 Blue-and-White Plaid
3854M4 Gold-and-White Plaid
3854M6 Lavender-and-White Plaid
3854M8 Rose-and-White Plaid

Pair With **\$20** *Purchase or
Coupons*



For those who prefer a single Blanket, a splendid value is obtained in this Blanket of 100% pure live-fleece wool! Delightfully soft and warm. Very durable. Wide band border.

Ends sateen bound. Size about 70 x 80 in. Mlg. wt. 3½ lbs.

659M1 Blue

659M2 Tan

659M6 Lavender

659M8 Rose

One with **\$15** *Purchase
or Coupons*

[*Page 125 of the new Larkin Catalog shows these Blankets in color under letters N, N, and O respectively.* **]**

QUALITY AND PRICE, LARKIN BLANKETS ARE UNSURPASSED

February

SPECIAL



**IRONING
BOARD
PAD** WITH
COVER

39¢

see page 19